

**RE: Proceeding 04-233**

**Before the Federal Communications Commission**

**Comments by Mark E. Bohach Co-Owner of WLOH (AM) Lancaster, Ohio**

Thank you for the opportunity to comment on this proceeding.

As a local broadcaster in a small market, I take great pride in the service WLOH provides to Lancaster, Ohio (City of License) and to Fairfield County. Our studios are easily accessible in our city of license. On an everyday basis, WLOH provides local news, weather, school news, closings and delays and daily local talk programming to our listeners. On a weekly basis, WLOH produces and airs shows devoted to Hospice, Mental Health, General Health, the local College Campus, the local library system, our local hospital and more. All of these shows have different local hosts. At WLOH, Issues and Programs is not a once per quarter filing- it's a daily responsibility.

In order to serve our community with diverse programming on a limited budget, WLOH uses the technology available to us. We utilize the latest program automation, EAS and transmitter control equipment to operate efficiently. Our EAS system is checked every day and maintained to the highest state of readiness. To assure prompt attention to potential local emergencies, we maintain close relationships with our local police and sheriffs departments. Both the Lancaster Chief of Police (David Bailey) and the Fairfield County Sheriff (David Phalen) have my home and cell phone numbers in case they need to broadcast important information. The bottom line is that we care about our community and we commit our best efforts to serve it properly.

**To continue to provide this level of service to Lancaster and Fairfield County, WLOH must be given the freedom to choose the best use of our resources.**

If the proposed mandate for a physical presence in the studio at all times is placed upon us, the effect will be less service to our community. We simply cannot afford to operate 24 hours per day under those conditions. And please keep in mind that the presence of a human being does not insure that mistakes will not happen.

With regard to community access, again, I must plead for the freedom to program WLOH as I think best for our community. As I already mentioned, we make time available to virtually all local organizations and agencies. When it's a local political issue, we cover both sides equally. I have no problem being held accountable for our programming. However, in order to sustain a listener and advertiser base, I must have the creative freedom to build and maintain our format.

## Localism- Main Studio and Cluster Operations

I fully understand the consolidations that have taken place in our industry. In Central Ohio, cities such as Circleville, London and Johnstown have completely lost their local radio stations. Other cities such as Marysville, Chillicothe, Hillsboro, Lancaster and others have seen their local service diminished by the move-ins to Columbus, Ohio. While technically some of these stations are still licensed to these communities, actual programming service to the city of license amounts to fifteen minutes on Sunday Morning and no physical presence in that city of license.

While I disagree with this lack of local service and presence, I would again ask for caution when attempting to re-regulate these areas. I still believe that stations must have some latitude in the location of studios as each situation is unique.

## Conclusion-

As a local broadcaster, I am a strong proponent of serving my city of license with high quality and compelling programming. This pertains to both local and syndicated content. I believe that localism is a good thing. However, I do not believe that localism can be legislated. It must come from the hearts of dedicated owners and managers. There are many examples of great local broadcasters throughout our nation. Give them the freedom to continue serving their communities.